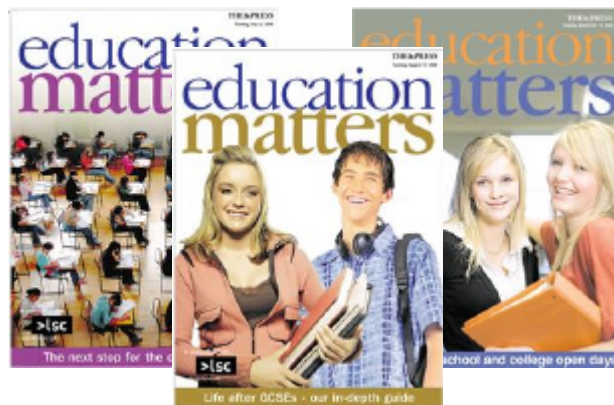


# education matters



## Reasons to advertise in Education Matters

Education Matters is our free quality full colour supplement, which is circulated with The Press and the Gazette & Herald for specific dates during the academic year providing a timely platform for you to advertise your services in, to a targeted readership. The supplement appear in The Press on a Wednesday as this is the main weekly education platform therefore our readers know to look out for education on this day. Editorial covers all aspects of education relevant for the time of year, ensuring you advertising your services in a very specific publication for your target market.

Circulated with The Press and Gazette & Herald, covering York and North Yorkshire, with a circulation of 40,458 copies (100% paid, ABC July-Dec 2009) which are read by 101,236 people (Telmar April 2010), providing you with the opportunity to spread your message to a large market of potential customers.

Each week over 51,000\* unique users visit thepress.co.uk and more than 3,000\*\* unique users visit the gazetteherald.co.uk, with these users could all be your potential customers (\*ABCe July-Dec 2009 monthly average, \*\*Omniure July-Dec 2009 monthly average).

Over 171,500\* adults within the Education Matter's circulation area fit into the expected ages for higher and adult education, therefore providing you with an interested readership base. 188,539\* of the households within the Education Matter's circulation area have children living in them, therefore these parents will be interested in your services, therefore your targeted customers (\*BMRB, Experian 2008).

## Advertisement packages

Size	Package	Rate per insertion			
		1 insert	2 inserts (10% discount)	3 inserts (20% discount)	4 + inserts (30% discount)
Full page	½ page editorial in The Press and Gazette & Herald plus 10,000 page impressions for one week across our websites	£1,895	£1,705.50	£1,516	£1,326.50
Half page	½ page editorial in The Press and Gazette & Herald plus 7,000 page impressions for one week across our websites	£1,295	£1,165.50	£1,036	£906.50
Quarter page	¼ page editorial in The Press and Gazette & Herald plus 5,000 page impressions for one week across our websites	£795	£715.50	£636	£556.50
Eighth page (8x4)	8x4 editorial in The Press and Gazette & Herald plus 3,000 page impressions for one week across our websites	£450	£405	£360	£315
Sponsorship	Full page editorial in The Press and Gazette & Herald plus 15,000 page impressions for one week across our websites	£3,000	£2,700	£2,400	£2,100

# education matters



## 2010 / 2011 Dates

Month	Publication	Booking & copy deadline	Publication date
June 2010	Education Matters	9th June	23rd June
September 2010	Education Matters	15th September	29th September
October 2010	Independent Schools	29th September	13th October
October 2010	Sixth Form Open Days	6th October	20th October
January 2011	Independent Schools	29th December	12th January
January 2011	Education Matters	5th January	19th January

## Sizes

### Type sizes:

- 1 column = 27mm
- 2 columns = 56mm
- 3 columns = 85mm
- 4 columns = 114mm
- 5 columns = 143mm
- 6 columns = 172mm
- 7 columns = 201mm
- 8 columns = 230mm
- 9 columns = 259mm

**Full page:** 320mm x 259mm

## Previous advertisements

**Record breakers**  
Pupils celebrate best ever results

**Children's services bosses in York are celebrating students' outstanding GCSE results - the best ever for city students**

ASKHAM BRYAN COLLEGE

GCSE results not all you'd hoped for? We can help with introductory level courses. Or how about an Apprenticeship? (work-based learning)

Great GCSE results? Maybe a National Diploma course would suit you if you are serious! You could be studying for a degree in two years time.

Not sure what your options are? We've loads more ideas that could be just the thing for you.

Call us for a chat 01904 772211

Call us for a chat 01904 772211 or email: [enquiries@askhambryan.org.uk](mailto:enquiries@askhambryan.org.uk)  
Askham Bryan College, Askham Road, York YO1 1RH. Tel: 01904 772211  
Askham Bryan College also has centres at Basset, Harrogate, Scarborough and York.

**educationmatters OPEN DAYS**  
**INDEPENDENT SCHOOLS**

**Find the best**

**BOOTHAM JUNIOR SCHOOL YORK**

**OPEN MORNING**  
Saturday 3rd October

**BOOTHAM JUNIOR SCHOOL**

**OPEN AFTERNOON**  
Wednesday 7th October

**Help is at hand with school fees**

For parents, tuition, trips and car fares at independent schools, the advice is - enquire early, Mrs. JILL PEARCE, development director at Bootham School, York, says what financial help would be available, and how families should apply for assistance.

**OPEN DAY** Queen Ethelburga's College  
Chapter House Preparatory School & Senior Kindergarten  
Saturday 10th October  
10.30am to 3.30pm

Top in the region for academic results, finest day care facilities, first class resources and VALUE FOR MONEY!  
Full range of A-Level's International Baccalaureate, BTEC Courses, 6-11 Years FIRST TEAM FREE, follow us on Facebook!  
Full daily school bus services, 100% 6th Form Awards, Head the staff, back by parents, and the school. Tel: 01904 333330  
Boys and girls 8 to 16 years - Day & Boarding - Thorpe Underwood Estate, Ousebank, halfway between York & Harrogate.

Contact Sharron Fenny on

**07974 439254** or [sharronfenny@tiscali.co.uk](mailto:sharronfenny@tiscali.co.uk)

to help you with all your advertising needs